er and the control of	* . * *			XB2
المعادية المراكب والمراكب المنطقة والمناطقة والمناطقة والمناطقة والمناطقة والمناطقة والمناطقة والمناطقة والمناطقة	er	i din di makan man	lace: ************************************	XB4
back call	<u>V</u> .		reen Interview No).
Francis Committee of State Committee of the Committee of	i i i i i i i i i i i i i i i i i i i			<u>-</u> .
FOR PINK		ESTIONNAIRES ONLY:		
3	CROSS-SECTIO	s <u>10-</u> 1	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	
Type State of the			a second	্ৰভাৰতী ইভাৰণ ভাৰতী
Million Control of the Control of th	DVERSAMPLE	X	2:	
The second secon				
4. How long ago did you first start to smoke filter tip	os (regularly)		on-filter-tip cigarettes were o smoke filter tips regularl	
Less than 3 mos.	11-1	en i	Always smoked filters	portugation 14-2
and the second of the second o	**	e Francisco	i	:
3 mos — less than 9 mos	2:	•	Camels	
9 mos — less than 11/2 yrs	3:		Chesterfield:	
			Regular	
11/2: yrs. — less than 21/2 yrs	4	!!	King	
2½ yrs. — less than 3½ yrs	5		Herbert: Tareyton	
	_	,	Tierbert Taleyson 2-	
31/2 yrs. or more	6		Kool	
Don't know	7 ·		Lucky Strike	
		• • •	Old Gold:	* · · · · · · · · · · · · · · · · · · ·
•			Regular	
5 Why did you first start to smoke filter tips regula	arly?		King	
2			Pali Mali	15-
	12-			
	1 7 —:		Philip Morris:	
in the second second			King:	
part of the second of the seco	13-		-	
			Spud	
Don't kno	w:13-Y		Other regular	
		!!	Other king:	
			No. regular, brand	
•		1	Don't know	

Page 2 XB2 XB4

17

37 <u>74</u>	<u>7ь.</u>	81.	<u>9a.</u>	10a.	111 a.		134		
Never		Brand!		Name and the Control of the Contro		Have:	Tried but never		
heard of	Never tried	started on	First switch	Second switch	Presen	regu-	amoked regularly		Don't
Commander16-1	18-1	20-1	22-1		26-1	28_1	2\.		3
Du Maurier2	2	2	2	2	2	:	5		
Encore3 Herbert Tereyton (filter)4	3 .	3: 4	3	السنة	್ಯವನಿನಿ ಡ್	·	8 x	(Ask-b for: Parlia+	Y
Kent5		5			3388813. 	529-1	2	ment and/or	:
Kool6 L & M7	6 7	44.00	6			6 7 ——-		Mari-	
Mariboro: (filter):8	8	8	·8	97 A 1 1 8	(19 (4 <u>≟</u>)	8 <u>- 11 - 11 - 1</u>	·x[ˈ	and I	>
Old Gold (filter)17-1			23-1	25-1	271			one	
Parliament2 Spud3			2	2			5	brand If:	!
Viceroy 4			3					X.q)	
Winston5	5	5	5		· · · · · · · · · · · · · · · · · · ·	31-	2	I	
Other filter XXX	XXX		6		i	6	45		
No regular brandXXX	XXX		Skip 0 1131	; Skip	:	7. XXX (Skip	xxx		XXX
Still smoking brand XXX	XXX	XXX	8 ti			8to 11c) XXX	XXX		XXX
Non-filter brand XXX	XXX	XXX	9	Skip	y xxx	XXX	XXX		XXX
Don't: knowXXX	XXX			o 10a)(0	xxx	XXX		XXX
7b. (Of those you have her list have you never tri smoked as much as a 17b COLUMN)	ed—(by	never t	ied, I mean	never	. What was the (RECORD ABO	: first filter-tip: b		smoked.	regularly
					. Why did you				

7 b.	(Of: those you have heard of) Which of the brands on the
	list have you never tried-(by never tried, I mean never
	smoked as much as a pack of them) (RECORD ABOVE IN
	75 COLUMN)

AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-35-

3.2-

33-

35-Y Parliaments:

None or don't know33-Y

Other:

36-37-

None or don't know.....37-Y

38-

39...

Don't know 39-Y

- 9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)
- b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know _41-Y

	XB2 XB4 Page 3
10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)	IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS; MARLBOROS AND ONE OTHER X'd BRAND,
- AD A COLOMBRANCH A ARCHITECTURE (A COLOMBRA) A COLOMBRA (A COLOMBRA (A COLOMBRA) A COLOMBRA (A COL	IF ANY TO THE REAL AGREED GIVEN THE GOOD TO CONTRACT OF
The first of the page from the case of the case of the	13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?
b. Why did you switch from (brand in 9a) to (brand in 10a)?	Mariboro:
ald university and a second of the second of	,如"基本"。 1
42-	- 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
THE SHOP OF A STATE OF	Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.
	Don't know52-Y
Don't know 43-Y	Parliaments:
La company of the com	
11a. And your present brand is is that right? (RECORD AT LEFT IN 11b. COLUMN)	and the second s
· · · · · · ·	50-
and the state of	Don't know50-Y
b. Why did you switch to that brand from your previous	
brand?	Other:
•	['] 53⊷
44-	54-
	Don't know54-Y
45	Don C 200 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -
	ASK EVERYONE
Don't know45-Y	14a. If you couldn't get your regular brand, what brand would
	you buy, as a second choice?" a. b.
c. How long have you been smoking your present brand?	2nd Would choice not buy
Less: than: 3 · mos 46+1	Du Maurier55-157-1
	Encore 22
3 mos.—less than 9 mos2	Herb. Tareyton (filter) 3.
9 mos.—less than 1½ yrs3	Kent44 ••;
1½: yrs:—less: than: 2½: yrs:	L & M 5 5
· · · · · · · · · · · · · · · · · · ·	Old Gold (filter):
2½: yrs:—less: than 3½ yrs:5	Parliament:8
31/2: yrs6	Regent 56-1 58-1 Sano (filter) 2 2
Don't know7	Viceroy 3 3
	Viogue44
12. Are there any other things you particularly like about your	Winston5
present brand that you have not mentioned?	Other filter 7 YYY
·	Any filter
47~	Go back to non-filter: Regular size
· · · · · · · · · · · · · · · · · · ·	King size9 XXX
·	Either-
48-	regular or king 0. XXX
48-	
	regular or king 0 XXX None X X (Sklp: Don't know Y Y Y to 15)
48– Don't know 48–Y	None X X (5klp: Don't know Y Y to 153
Don't know 48-Y CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT	None X X (Skip: Don't know Y Y to 15) b. Is there any particular filter brand that you would not buy?
Don't know 48-Y	None X X (Skip: Don't know Y Y to 15) b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD: ABOYE)
Don't know 48-Y CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT	None X X (Skip: Don't know Y Y + 6-15) b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD: ABOYE) c. Why wouldn't you buy that brand? Any other reasons?

in the state of th

3,

	A STATE OF THE STA			Water Co.	* N. 1 TE -
			Parlia- ment	Kents	L&M
	Tastes like a				
and the second	real cigarette:				
	Man's cigarette				
3.	The cleanest smoke High class	3	3		3
4.	High class	4 +.	4	4	4
	Snobbish				
	Poorly made				
	Too expensive	7 .		7	7
8.	Good value for money			, ,	•
10	Hard to draw on				
	Not enough taste				
	More attrac- tive: tip	2	2	2	2
13.	Too strong:		3	3	3
	Superior quality	4	4	4	4
15.	Odd or peculiar.			_	
16	Mild				
	Up-to-date				
	Distinctive				
	Satisfying				
	Easy to draw on	0	0	0	0
21.	Popular with women	13–1	16-1	19-1	22-1
22.	For me	2	2	2	2
23.	Not for me	3	3	3	3
	None or don't	4	4	4	4
	ra ng		-		

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely moke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

actually know on	e)?:			a.
	ITIOUSE~	English- man	movie	correde
Du Maurier	23–1	24–1	25-1	26-1
Encore:	2:	2	2	2
Herbert: Tareyton	(filter)3	3	3	3
Kent	1	4	4	4:
L. &: M	·,	5	5	
Mariboro	6	6	6	6
Old Gold (filter):	7 [.]	_7 ·	7	7
Parliament		8.	8	8:
Viceroy	9·	9	9	9
Winston	0:		0	O
Wouldh't:use filter: (voll):	x :	x	x	x
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

KESTORDER II FINK CAKUI								
en e	Best taste	Worst-	Best: looking package	looking	Best type of package	Worst type of package	Most: effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32+1	35-1-	3 4 ÷1
Encore	2	2	2	2	2	2	2	
Herbert Tareyton (filter)	3	3.	3	3	3	3	3	3
Kent	4	4	4.	4		4	4	4
L & M	5	5	5	5	5:	5·	5:	5
Mariboro	6	6	6:	6	6	6	6	6
Old Gold (filter)	7	7	7	7		7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0.	0	0	0	0
Don't know	x	x	X	X	X	X	X	x

The second secon	XB2 XB4 Page 5
8a. When you go to buy your regular brand of filter tips, do	19b. Which filter tip brands would you say are the higher-
you find that: Was talking assessed and to provergiaming	- uttach priced brands? suth lo einerd wareftib lo muit
	pares with region of the contract of the
You never have any trouble finding a store that	cages and a control to Good Buy
carries them35-1	Higher for Not Don't priced money good buy know
and the control of the second	
THE TIME SECTION OF ALL MANAGES PROPERTY AND AND	Du Maurier 40-1 42-1 2 3
A few stores don't carry them, but most stores do	
and the contract of the contra	Encore 2 42-4 5 , 6
OR.	Herbert Tareyton
While many stores do carry them, a lot of stores don't3	(filter)342-789
while many stores to carry them, a for or stores don't	Kent 42-0 Y-42 X Y
	L & M543+123
OR mand on the mountained whose the species	The same of the sa
Only a few stores carry your regular brand	Marlboro 6 48-4 5
The contract of the second of	Old Gold (filter)743-789
Don't know 5	975 Parliament:
on the state of the first state of the state	Parliamenti 8 43-0 X Y
b. Did you buy any filter tip digarettes yesterday (Saturday)	Regent41-14-1 2 3
either for yourself or someone else?	Sano (filter) 244-456
The second of th	I the littles on the secretarist blanch a weekling a secretarial contest con only is
tried Tyes 36-1 (Ask c)	Viceroy344-789
No2\	Vogue44+0XY
(Skip to 19)	
Don't know3	Winston 545-1 2 3
2011 2001	Other6
c. How many did you buy?	Don't know7
1.1	Don't know.
By the By the	(FOR EACH BRAND RECORDED IN "6")
<u>pack</u> <u>carton</u>	
1 pack5	c. Do you think (brand) is a good buy for the money, or
1 pack 37-1	don't you think they are worth the price? (RECORD ABOVE)
2 packs 2 cartons6	TREGORD ADOTE:

3 - 9 packs3 3 or more cartons7	IF RECORDED IN: 196 ASK: FOR: PARLIAMENT, MARLBORO AND ONE:OTHER: X'd BRAND, IF:ANY
10 or more packs4 Don't know8) 1440.
(not) carton):	d. Why do you think (Marlboros, Parliaments, other) cost
t benefit to the second of the	more than other brands?
d. Where did you buy them?	properties (Society)
Drugstore38-1 Vending machine 4	Mariboros:
Market Committee	1987 - 19
News-cigar stand or store 2 Other 5	المنافق المنطقة والمنطقة والمن
Supermarket 3 Bon't know 6	10 10 10 10 10 10 10 10 10 10 10 10 10 1
supermarket 6	A Commission Commission
The second secon	Don't know49-Y
e. Who did you buy the cigarettes for?	Bont shows 49-1
Self38-7	
- Sett	Parliaments:
Other, member of family8	•
- Land Chalife amid (1997年) (1997年)	6 - 46- (m/m = 100) 46-
Other, not member of family9	
entry and alternative of family	47-
La Company (Company)	å.
	Don't know 47=Y
La Companya de la Com	Don't know 47-Y
Don't know	Den't know 47-Y
Don't know	Den't know 47-Y Other:
Don't know	Other:
Don't know	
Don't know	Other:
Don't know	Other:

Don't know

Page 6 XB2 XB4	·
20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you	21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?
think would do the best job of filtering?	Regular size61-1 Long-size (vol.)4
Supply the state of the state o	King-size2 Either5
Best Worst	- District
Activated char- coal filter 52-153+1	In-between3 Don't know6
Asbestos2	£.38
Cellulose ace-	22. What is your occupation?
tate filter3 (Ask:b):3 (Ask d) Cotton44	Executive and professional62-1
(Executive and professional02-1
Purocel filter6	Small business proprietor2
Purocel filter 6/1	White collar3
None7 (Skip to c)7 (Skip to 21)	Personal service and protective4
Don't: know8)8)	rersonal service and protective
	Factory labor5
b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?	Non-factory labor6
b. d. Has Has	Farmi propriétor
Yes: best worst	Farm: labor:8
Du. Maurier54-1 56-1	Housewife
Encore22	Other0
Herbert Tareyton (filter)	
Kent:44	23a. Are you married or single?
L & M55	Married 63-1 (Ask b)
Marlboro6	Single2
Old Gold (filter) 77	Divorced3 (Skip to 24)
Parliament 8 8	Widowed 4
Regent 55-1:57-1	
Sano (6lter)22	b. What, brand! of eigarettes does; your, (husband) (wife) amoke? ¹
Viceroy 3	Does not smoke cigarettes
Vogue44	Does noti live with respondent: (vol.) 2
and the second of the second o	Smokes:
Winston55	Du Maurier 65-1 Regent 66-1
Other. (filter)66	Encore Sano (filter)
<u>No</u>	Herbert Tareyton Viceroy
Don't: know 8 8	Kent: 4 Vogue:
	TC) .
c. Which one of the materials on the card do you think would	L & M
do the warst job of filtering (RECORD ABOVE)	Mariboro6 Other filter
	Old Gold (filter) 7 Non-filter brand

Parliament:

d. Can you think of a brand which uses that material in its: filter? (If "yes"): What:brand? (RECORD ABOVE)

C multan	Special and Special of	to store and soul set's	Control of the second state	ma E. D., etidlik stimelike E. Kameinal af	XB4 Page 7
	The second secon	XB 1-	4 67-6 figu	िर्देश केराचे हैं तिसमें दिखाक उन्हों हैं जे जो तीर्वतिक सम्मानिकार करार से साम्ब राज्य सम्मानिकार हुए हैं हैं है सम्मानिकार	mercal resonation
SE MALT A	and Represent the Landers Robbs	Law Liberton same.		्रिया के त्रिया के क्षेत्र के क्ष	
~ ,	ikers of Parliament are conside	ring making some chai	2.5 4 5	ent. I'd like to give you five pad	
	different types they are conside			. วัย อีกให้ที่รี ไม่สามป้องคำนักเปล่า ระดำ ประการเอา Michigan มี อาจจากคำระ	
The two	o different types would sell for	r different prices.	The same Part and	. తినిస్తు గుడుకోకే సుముద్దారు. గుడుకాలకు నేయు 10 కిర్ణమైన సహాహా ప్రక్రామ, అయ్దునే చేదుడుతునే? ఈ జీర్మీమైన కేమ్ ఆశినమాశాస్త్రమ, ఆరేశ్రం శ్రీమ కాయుత్తు	
r milyestik	Conf North and West Comment.	E state to the	The Experience of Comment	Abateurs and avo	al man
The pri	ce of cigarettes varies somewh	it from store to store,		ell for about aroun	
The second second	The same	te Winston's or Vicero	oys sell for about	a pack.	
	arettes in the blue packages wo	uld soll form	esteri) confin order of (in the court of markets	•
The car		did sell for:	113	590.50	riser C
	(Winston plus 2¢)	. €1 200+ 31 . 1. F	[b	2 - wand	LifenG
	Wilsion plus 24)		 ในสาของสาร (ค.ศ.) และ 	wall be not bushed our frame	A 604 2 7
	(Winston plus 4¢)	X			s-40
m 1s.	(Winston plus 7¢)	Y., the sa	me: as the present Parliam	ent	
and the	others would cost				
	(Winston	price)			
Light of the second of the sec	HER BY BUT BYSH ST TOURS		4.44		
1211 B 111	PRICES ON EACH CARTON	AS YOU GIVE THEM	TO RESPONDENT		
1211 B 111		AS YOU GIVE THEM	TO: RESPONDENT		
MARK F	PRICES ON EACH CARTON A	i have had a chance to		ome familiar with them to see w	
MARK F	PRICES ON EACH CARTON A	i have had a chance to		come familiar with them to see w	Rich you like
MARK F	PRICES ON EACH CARTON A	i have had a chance to		come familiar with them to see wi	
MARK F	PRICES ON EACH CARTON A	n-have had a chance to me to call?			
MARK F	PRICES ON EACH CARTON A	n-have had a chance to me to call?	smoke both kinds and bed		
MARK F	PRICES ON EACH CARTON A	n-have had a chance to me to call?	smoke both kinds and bed		
MARK F	PRICES ON EACH CARTON A	n-have had a chance to me to call?	smoke both kinds and bed	el	
MARK F	Back in about a week after you then would be a good time for the world be	u have had a chance to me to call? QUESTIONS 25-27	smoke both kinds and bed		
MARK F	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27	o smoke both kinds and ber OMITTED ON THIS FORM	FACTUAL	
MARK F	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27	o smoke both kinds and bed OMITTED ON THIS FORM	FACTUAL Economic levell 68+1 A	68+7
MARK F	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27	Sex: Male Female	FACTUAL Economic levels	68+7
MARK F	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27	Sex: Male Female Age:	FACTUAL Economic level 68-1 A	68+7
MARK F	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27	Sex: Male Female	FACTUAL Economic level 68-1 A 2 B C D 68-3	68+7
MARK F I'll call best. Wi Name of Re	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27 (Sex: Male Female Age: 18-24	FACTUAL Economic levell 68-1 A 2 B C D 68-3 4 Race:	68÷7· 8
MARK F Fil call best. Will R Name of Re Street:	Back in about a week after you hen would be a good time for the would be a	QUESTIONS 25-27 (Sex: Male Female Age: 18-24 25-34	FACTUAL Economic levell 68+1 A 2 B C D 68-3 4 Race: 5 White	68+7-
MARK F Fil call best. Will R Name of Re Street:	Back in about a week after you then would be a good time for the world be	QUESTIONS 25-27 (Sex: Male Female Age: 18-24	FACTUAL Economic levell	68+7-
MARK F Fil call best. Will R Name of Re Street:	Back in about a week after you hen would be a good time for the would be a	QUESTIONS 25-27 (Sex: Male Female Age: 18-24 25-34 35-49	FACTUAL Economic levell	68+7 8 9 0:
Name of Re Street: Callback date	Back in about a week after you then would be a good time for the work of the work	QUESTIONS 25-27 (Sex: Male Female Age: 18-24 25-34 35-49 50 and over	FACTUAL Economic level	68+7 8 0: 68-X Y

Page 8 XB2 XB4	
We are testing several different kinds of Parliaments, so I'd like	29a. Leaving aside the difference in price, which of the two
to check to see just which ones I gave you. I think: I gave you	cigarettes do you like better?
some Parliaments in blue packages which would sell for:	Set it is
(Winston price plus 21)	of the second se
(Winston price plus 7c) the same price as present	Blue: 18-1 (Ask b) 18-5 (Skip
(Winston price plus 74), the same price as present.	THE PROPERTY OF THE PROPERTY O
and some others which would sell for about	! Other 6 (Ask e)
as Winstons or Viceroys. Is that correct?	
g Water (M. C.)	No difference
28a: How many of the cigarettes of each of the two different types have you smoked?	Don't know4 to dl8 to 321
Francisco de la companya de la comp	h Would you are not liked the annuing the blue perhapse a
	b. Would you say you liked the ones in the blue packages at lot better or only a little better than the others?
None11-1 (Ask b)11-6 (Ask b) Less than 1 pack2\7	Lot better 19-1
	Little better2
) to	real first knowness, office, : Don't know
3 packs or over49(29)	The state of the s
Don't: know	c. Why do you like them better?
b. Why. haven't you smoked any of (these, the) cigarettes?	6 (A)
Blue	20-
· · ·	
	 21⊢
12÷	21-
-	
	Don't know 21-Y
13–	d. Now considering everything, taste, price; package and the
4	filter, which do: you! think: you! would be most apt to buy?
•	(RECORD ABOVE)
Don't know13-Y	e. Why would you be more apt to buy those instead of the
	ones in blue packages?
Other	
	22+
	(Skip:
1 14-1 14-1 14-1	23- \ to
	\(\), 321
and the second contract of the	Don't know23-Y
15	
	QUESTION 30 OMITTED ON THIS FORM.
	31a. Would you say you like those a lot better or only a little
Don'ti know 15-Y	better than the ones in the blue packages?
Both	Lot better: 19-1
<u> </u>	Little better 2
	Don't know 3
16–	b. Why. do you like: them better?
	20-
17-	
	21-
Don't know17-Y	Don't know 21 V
Don't know	Don't know 21-Y

The second of th

/ill

	하는 기업 전에 가는 사람들에 가장 중요한 사람들이 있는 것을 받는 것을 받았다. 요한 소리를 보고 하는 것을 하는 것을 보고 있는 것을 받는 것을 받는 것을 받는 것을 받는 것을 보고 있다.	きんしゃ Transition Committee Transition Committee Transition Committee Transition Committee Transition Committee Comm
and the second of the second o	가는 해가 되는 사람들이 살아가는 기계를 가장 수 있었다. 그는 그 그는 것이 되었다. 그 100 주의 그리는 그는 그를 유럽을 생겼다면 하는 사람들이 그리는 것이 되었다.	
W. S.	THE REPORT OF THE PROPERTY OF	
		XB2 XB4 Page 9
// 4 1	ASK EVERYONE THEO AS SOMETH STORE AS THE BELL SEED	h b. If they were on sale in the stores, do you think you would
li.	32a. How did they (the ones you would smoke) compare to your	switch to them or would you continue to smoke your present regular brand?
	regular brand? Would you say you liked them a lot better.	Switch to Parliament 779 991 25-1
	than your regular brand, only a little better, about the same,	Continue with present
11	not quite as well or not nearly as well as your regular brand?	QUESTIONS 33, 34 OMITTED ON THIS FORM.
	Lot better24+1	The second of th
' ' [[Scride Little better2 alAsk b)	35. What things, if any, don't you particularly like about these new Parliaments (the ones you would amoke)?
	About the same 3	The way of the same and the same of the sa
10	Not quite as well4 (Skip to 35)	Survey & Commence of the control of
_ []	Not nearly as well	Busines 8 and many establish software books & 28-
- 1 5	Don't know 6 (Ask b)	a Bar San
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	ষ্টিকটো ৰূপ পৰি শিক্ষী শিক্ষাইনীটোনিকটো নিৰ্বাচনিক শিক্ষাইনীটো কৰি নাম ও চাৰ্টেট ভাৰতেও । । । । । । । । । । । । ।	W. 17 6 (1997)
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Page 10: XB2 XB4	
36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?	38a. Just as far as appearance is concerned, which of the two do you feel has the best-looking package?
(HAND RESPONDENT YELLOW CARD)	Blue37-1
roof to the term of the second control of the book by	(Ask b)
Blue Others	Frank & Mayber Stranger
1. Tastes like a real cigarette 30-1 32-1	No difference or don't know 3. (Skip to 39)
2. Man's cigarette22	TO Find the management of the second of the
3. The cleanest smoke3	b. Why do you think that one is the best looking?
4. High class44	
5. Snobbish55	
6. Poorly made66	Chartenay Property 38-
7. Too expensive77	
8. Good value for money88	transfer and the second
9. Hard to draw on99	March 19 year 1994
10. Good flavor00	And the second of the second o
11. Not enough taste X X	$\sigma_{ij} = \sigma_{ij}$
12. More attractive tip Y	D1/d 201V
the state of the s	Don't know39-Y
18; Too strong31-133-1	39a. Which type of cigarette package do you like best-this
14. Superior quality 2 2 15. Odd or peculiar taste 3 3	kind of a box, the kind of box that the usual Parliaments
16. Mild44	come: in, or the soft package that most cigarettes come in?
17. Up-to-date55	This box
18. Distinctive66	Parliament box
19. Satisfying 7 7	Soft pankage
20. Easy, to draw on88	
21. Popular with women99	Don!t: know [Skip.to:40]:
22. For me	
23: Not for me	b. Why do you like that kind better?"
None or don't know Y	41-
b. How about the ones in the other packages? Which words or phrases would you use to describe these?	424
(RECORD: ABOVE) Any others?	
4	Don't know 42-Y
37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?	
was certer as that as thate of haven is confectated:	40a. Did you notice any difference in the filters in the two types of test cigarettes? (IIf "yes") Which did you like better, or
Biue 34-1)	didn'ti it:make any difference?
Blue 34-1 (Ask b) Others 2	
CATTON CONTRACTOR OF THE CONTR	Yes.
No: difference or don't know 3. (Skip to:38)	Blue:43-1):
	Others2
b. Why do you think that one has the better taste or flavor?	Don't know but
	noticed difference 3)
	No-didn't notice difference: 4)
	<u>-</u>
	t Who did not like that and have 2
35-	b. Why did you like that one better?
	44-
36-	
	45 ÷
i	
 	
Don't know36-Y	Don't know 45÷Y

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is	42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?
out off even with the end of the cigarette?	Yes51-1 (Ask b)
Recessed 46-1 [Ask b]	No2)
Even with end2 (Skip to c)	No2 (5kip to 43)
Don't know3: (\$kip to 42)	
b. Why do you like recessed filters better?	b. Which did you prefer as far as length goes?
	Usual51-4
47-	Test 5.
(Skip)	Don't know6
421	A CONTRACTOR OF THE CONTRACTOR
Don't know 48–Y	43. Would you be inclined to recommend the new Parliaments. to a friend? (If: "yes") Which ones?
e. Why don't you like recessed filter tips as well?	Yes:
	Blue 52–1
49 -	Other 2:
50	Either or both 3
30	No
Don't know 50-Y	Don't know 5

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